Youth take on PR roles

Arviat media team spreads message about health initiatives

by Miranda Scotland
Northern News Services
Arviat

Four youth in the Arviat Film Society have been given a chance to put what they've learned into practice this summer.

The teens are acting as the media team on a number of health initiatives being carried out in the community, including a project to build portable greenhouses for families to use. As part of their roles they are required to write press releases, create posters, conduct interviews and film videos.

"It's a way to really kind of introduce them to what it's like to work in a media and communications environment where you have different campaigns and different issues and different projects," said Jamie Bell, who is mentoring the youth. "You've got to be able to multitask."

Corrina Tugak found out about the positions from her school counsellor.

She said she decided to apply because of her interest in media and computers.

"I like working with technology," said Tugak.

Her favourite activity so far has been designing posters about what can and can't be composted.

The next step, Tugak said, will be to create a commercial for Co-op cable on how to make compost and where to bring it.

Meanwhile, some of her fellow team members are filming a how-to video about building portable greenhouses. The film will be aired on Arviat's new TV station in the fall.

One of the main motivations for hiring the youth media team is so the information reaches as many people as possible, said Bell.

"A really big thing that we've always been trying to stress here in the community is being able to share what they're learning and to be able to share what they're doing with other communities so that other communities can do it too," said Bell, adding Cape Dorset has already enquired about one of the projects.

By encouraging healthier lifestyles in the North they're improving communities and building confidence among residents, he said.

The students are also learning transferable skills that will help them get ahead in their education.

Bell said he would love to see the youth take up journalism, graphic design, photography or join some other aspect of the media industry.

"There's something there for each one of their interests."

However, Tugak said she still isn't sure if that's what she wants. For now she plans to take management studies in Rankin Inlet.

ᒪᒃᑯᒃᑐᑦ ᑰᑎᔅ ᑰᓐᓂᒃ, ᓴᐅᒥᐊᓂ, ᓱᓈᓇ ᑐᒫᖅ, ᓯᐊᓪᑕᓐ ᓂᐱᓴ ᐊᒻᒪᓗ ᐸᑎᒃ ᐱᖑᖅᓴᑦ ᐃᓚᒋᓕᖅᑐᑦ ᑐᓴᒐᒃᓴᓕᐅᕐᓂᕐᒧᑦ ᐱᓕᓇᖅᑎᒌᖕᓂᐊᖅᑐᓂᒃ ᖃᓄᐃᖏᓐᓂᕐᒧᑦ ᑐᕌᖓᔪᓂᒃ ᐱᒋᐊᖅᑕᐅᓕᖅᑐᓂᒃ ᐊᕐᕕᐊᓂ.

photo courtesy of Jamie Bell

***Curtis Konek, left,** Corinna Tugak, Shelton Nipisar and Patrick Pingushat make up a media team for healthy initiatives being run in Arviat.*

ᐃᓄᐃᑦ ᐃᓱᒪᓗᒍᑎᒋᔭᖏᑦ ᑐᓴᖅᑕᐅᖏᓗᐊᕐᓂᖏᑦ: ᖃᒪᓂᑐᐊᑉ ᐊᖑᓇᓱᐊᖅᑐᓕᕆᔨᒃᑯᑦ ᑲᑎᒪᔨᖏᑦ

ᓄᓇᕗᒥ ᐊᕙᑎᒥᐅᑕᓕᕆᓂᕐᒧᑦ ᑲᑎᒪᔨᖏᑦ ᑭᐅᔾᔪᑎᖃᖅᐳᑦ ᑎᑎᖃᓄᑦ ᐊᖑᓇᓱᐊᖅᑐᓕᕆᔨᒃᑯᑦ ᑲᑎᒪᔨᖏᓐᓂᖕᒫᖅᑐᓂᒃ

ᓄᓇᕗᒥ ᐊᕙᑎᓕᕆᓂᕐᒧᑦ ᑲᑎᒪᔨᖏᑦ ᑭᐅᔾᔪᑎᖃᓚᐅᖅᐳᑦ ᒫᓐᓇᓴᖑᓚᐅᖅᑐᒥ ᓄᓇᓕᖏᑦ ᑲᑎᒪᑎᑦᓯᑎᓪᓗᖏᑦ ᓄᖑᔪᐃᑦᑐᓕᕆᓂᕐᒧᑦ ᐅᔭᕋᖕᓂᐊᕈᒪᓂᕐᒧᑦ ᓴᓂᐊᓂ ᖃᒪᓂᑐᐊᑉ, ᐅᖃᓚᐅᖅᓗᑎᒃ ᓈᒻᒪᒃᑐᒥᒃ ᖃᓄᐃᓕᐅᕈᑎᖃᖅᓯᒪᓂᖏᓐᓄᑦ. ᑕᐃᒪᓐᓇ ᐅᖃᐅᓯᖃᓚᐅᖅᓗᑎᒃ ᖃᒪᓂᑐᐊᒥ ᐊᖑᓇᓱᐊᖅᑐᓕᕆᔨᒃᑯᑦ ᑲᑎᒪᔨᖏᑦ ᑎᑎᖃᓂᒃ ᓇᒃᓯᐅᔾᔨᓚᐅᖅᓗᑎᒃ ᐃᓱᒪᓗᒍᑎᖃᖅᓗᑎᒃ ᓄᓇᓕᖕᓂ ᑲᑎᒪᑎᑦᓯᓚᐅᖅᑎᓪᓗᒋᑦ. ᑲᑎᒪᑎᓚᐅᖏᓐᓂᕐᒥᖕᓂᓪᓗ ᑲᑎᒪᑎᑦᓯᓚᐅᖅᑎᓪᓗᒋᑦ. ᐊᖑᓇᓱᐊᖅᑐᓕᕆᔨᒃᑯᑦ ᑲᑎᒪᔨᖕᒐᑦ ᐅᖃᖅᑎᖕᒐᑦ ᐃᒃᓯᕙᐅᑕᐅᔪᓗᓂᓗ ᐃᓱᒪᓗᒍᑎᖃᖅᓗᑎᒃ ᓄᓇᓕᖕᓂ ᑲᑎᒪᑎᑦᓯᓚᐅᖅᑎᓪᓗᒋᑦ. ᐊᖑᓇᓱᐊᖅᑐᓕᕆᔨᒃᑯᑦ ᑲᑎᒪᔨᖕᒐᑦ ᐅᖃᖅᑎᖕᒐᑦ ᐃᒃᓯᕙᐅᑕᐅᔪᓗᓂᓗ ᐃᓱᒪᓗᒍᑎᖃᖅᓗᑎᒃ ᐃᓱᒪᓗᒍᑎᖃᖅᓗᑎᒃ ᓄᓇᓕᖕᓂ ᑲᑎᒪᑎᑦᓯᓚᐅᖅᑎᓪᓗᒋᑦ. "ᐊᑕᐅᓲᓐᓇᓗᐊᒧᑦ ᑐᕋᖅᑎᑕᐅᓚᐅᕐᓂᖏᓐᓄᑦ." ᐃᓚᖏᑦ ᓄᓇᓕᖕᓂᒥᐅᑦ ᐃᓚᖏᑦ ᐅᖃᒋᓐᓇᖅᑎᑕᐅᓚᐅᖅᐳᑦ ᐃᓚᖏᓪᓗ ᐅᖃᒋᓐᓇᖅᑎᑕᐅᖏᑦᓯᓯᐊᖅᓗᑎᒃ ᐃᒃᑯ ᑎᑎᕋᓚᐅᖅᐳᖅ. ᐊᒻᒪ ᑖᒃᑯᐊ ᐅᔭᕋᒃᑕᓇᐊᑦ Areva Resources Canada Inc. ᑲᑎᒪᖏᓚᐅᐱᓪᓚᓚᐅᖅᐳᖅ ᐊᔾᔨᐅᕈᑎᖃᒋᓪᓗᑎᒃ ᖃᓄᐃᓕᐅᕈᑕᐅᔪᒃᓴᓂᒃ ᑲᑉᐸᓂᒧᑦ ᓈᒻᒪᒃᑐᓂᒃ. "ᓄᓇᓕᖕᓂᒥᐅᑦ ᐊᐱᖅᓱᑯᔭᐅᖃᑦᑕᓚᐅᖅᐳᑦ ᐅᔭᕋᒃᑕᓇᐊᓂᒃ Areva ᑯᓐᓂᒃ. ᐅᔭᕋᒃᑕᓇᐊᑦ Areva ᐊᐱᖅᑎᒋᔭᐅᔪᓂᒃ ᑭᐅᖃᑦᑕᓚᐅᖅᐳᑦ ᑕᐃᒪᓐᓇᑎᑦ ᐅᔭᕋᒃᑕᓇᐊᓂ ᑲᑉᐸᓂᐅᔪᑎᑦ." "ᐅᖃᖃᑦᑕᓚᐅᖅᓗᑎᓪᓗ ᐃᓄᖕᓄᑦ ᐃᓱᒪᓗᖅᑯᖏᑦᓗᒋᑦ ᐱᓕᓇᐊᖃᖅᑯᓂᐊᖅᒪᑕ ᐃᓗᐃᓪᓕᐅᑭᑕᐅᔪᓂᒃ."

ᐃᓗᐊᖅᓂᖅᓴᐅᓇᔭᓚᐅᖅᒪᑦ, ᓄᓇᓕᖕᓂᒥᐅᑦ ᓴᖏᒥᓂᖅ ᐃᓱᒪᓗᒍᑎᒋᔭᒥᖕᓂᒃ ᐅᖃᒋᓐᓇᖅᐸᑕ ᖃᐅᔨᒪᑎᒋᔭᐅᔪᓄᑦ ᐅᔭᕋᒃᑕᓇᐊᑦ ᑕᐃᑲᓃᖏᑎᓪᓗᒋᑦ. "ᑖᑉᑯᓂᖕᒐ ᐊᐱᖅᓱᖅᑎᑕᐅᔪᓐᓇᕋᔭᓚᐅᖅᐳᑦ ᐅᔭᕋᒃᑕᓇᐊᑦ ᐃᓱᒪᒋᔭᖏᓐᓂᒃ ᐊᖏᖅᓱᒪᖕᒪᖕᒐᑦ, ᐊᒻᒪ ᑕᒪᒃᑯᐊ ᐅᔭᕋᒃᑕᓇᐊᑦ ᖃᓄᐃᓕᐅᕈᑎᒋᓂᐊᕐᓂᕋᖅᑕᖏᑦ ᐱᓕᓇᐊᖃᖅᑖᖅᑎᑎᓂᕐᒧᑦᓗ ᐊᕙᑎᒥᐅᑕᓂᒃ ᓴᐳᒥᓂᐊᕐᓂᕐᒧᑦᓗ ᐊᑐᖅᑕᐅᔪᓐᓇᕋᔭᓗᐊᖅᑎᓪᓗᒋᑦ, ᐅᖃᓚᐅᖅᐳᖅ, ᐅᖃᓚᐅᖅᓗᓂᓗ ᑕᐃᒪᓐᓇ ᐅᖃᖅᑎᖅᑲᓐᓇᕐᓂᖅᓴᐅᓂᐊᓚᐅᕐᒪᑦ ᐱᓕᒻᒪᐅᔪᓂᒃ. ᒫᓐᓇᐅᓂᖕᒐ, ᓄᓇᕗᒥ ᐊᕙᑎᒥᐅᑕᓂᒃ ᖃᐅᔨᓴᖅᑎᑦ ᑲᑎᒪᔨᖏᑦᑕ ᐅᖃᖅᑎᖕᒐᑦ ᐅᔭᕋᒃᑕᓇᐊᑦ Areva ᑐᒃᑕᓯᕋᐅᑎᖃᖅᓯᒪᓚᖅᒪᑦ ᐃᓚᐅᑎᑕᐅᑭᐊᖅᑲᐃᓐᓇᖅᓗᑎᓪᓗ ᑭᒃᑯᑐᐃᓐᓇᐃᑦ ᑲᑎᒪᑎᑕᐅᑎᓪᓗᒋᑦ. ᐊᒻᒪ, ᐊᐱᕐᑯᑎᑦ ᑐᕋᖅᑎᑕᐅᖃᑦᑕᓚᐅᕐᒪᑦ ᐅᔭᕋᒃᑕᓇᐊᓄᑦ Areva ᑯᓐᓄᑦ ᑲᑉᐸᓂᒧᑦ ᑭᐅᔾᔨᑦᓯᐊᕈᓐᓇᕋᓗᐊᖅᑎᓪᓗᒋᑦ, ᐅᖃᓚᐅᖅᐳᖅ ᐱᐅᓇ. "ᐊᒥᓲᓂᖅᓴᐃᑦ ᐊᐱᕐᑯᑎᒋᔭᐅᔪᑦ ᐱᔾᔪᑎᖃᓚᐅᕐᒪᑦ ᐅᔭᕋᒃᑕᓇᐊᑦ Areva ᑯᑦ ᖃᓄᖅ ᐊᐅᓚᑦᓯᓂᐊᕐᓂᖏᓐᓄᑦ ᐱᓕᓇᐊᒥᖕᓂᒃ ᑕᐃᒪᓐᓇ ᑭᐅᔪᑐᐊᖅᑐᖅᑕᓚᐅᖅᐳᑦ," ᐅᖃᓚᐅᖅᐳᖅ, ᐊᒻᒪ ᑖᒃᑯᐊ ᐊᓯᖏᑦ ᑭᐅᒋᐊᖃᖅᑕᓚᐅᖅᓗᑎᒃ ᑭᐅᒋᐊᖃᓛᖕᒐᒥᒃ. ᑕᒪᒃᑯᐊ ᐱᓕᓇᔪᓂᑦ ᐅᖃᐅᓯᓇᔭᐅᔪᑦ ᐋᖅᑭᒃᓯᐃᒍᑕᐅᓚᐅᖅᓗᑎᒃ ᐅᔭᕋᒃᑕᓇᐊᑦ Areva ᑯᑦ ᑭᐅᔾᔪᑎᒃᓴᖃᕐᓂᐊᖅᓗᑎᒃ ᑭᖑᓪᓕᖅᑐᖅᑕᖅᓗᑎᒃ ᐊᕙᑎᒥᐅᑕᑦ ᐃᒃᐱᒍᓱᒃᑎᑎᒐᔭᕐᓂᖏᓐᓄᑦ ᐅᖃᐅᓯᓇᔭᐅᓯᒪᔪᓂᒃ.

ᐱᐅᓇ ᒪᑲᓚᒻ, ᐊᐅᓚᕐᔪ ᓄᓇᕗᒥ ᐅᔭᕋᒃᑕᓇᐊᓄᑦ Areva ᑯᓐᓄᑦ, ᐅᖃᓚᐅᖅᐳᖅ ᐱᔪᓐᓇᖅᑎᑕᐅᓯᒪᖕᒐᑕ ᑭᒃᑯᑐᐃᓐᓇᐃᑦ ᐃᓚᐅᑎᑕᐅᓂᕐᒧᑦ ᑲᑎᒪᑎᑦᓯᑎᓪᓗᒋᑦ ᐊᒻᒪᓗ ᑲᑉᐸᓂ ᒪᐃᓐᓇᖕᒐᓯᐊᖅᓯᒪᖃᑦᑕᖅᓗᑎᒃ. ᐅᔭᕋᒃᑕᓇᐊᑦ Areva ᐅᖃᓪᓚᖅᑎᖃᖅᑕᓚᐅᕐᒪᑦ ᑭᕙᓪᓕᕐᒥ ᓄᓇᓕᖕᓂ ᑐᓂᕐᒋᑎᖃᓚᐅᕐᓇᑎᒃ ᐱᓕᓇᐊᓇᒍᒪᔭᒥᖕᓂᒃ 2008-ᒥ. ᓱᓕ ᐅᖃᐅᓯᖃᐃᓐᓇᕐᓂᐊᕐᒪᑦ, ᐅᖃᓚᐅᖅᐳᖅ ᒪᐃᓐᓇᖕᒐᖅᑎᓂᐊᖅᓗᑎᓪᓗ ᑲᑎᒪᑎᑦᓯᑎᓪᓗᒋᑦ ᐅᑭᐊᒃᓴᒥ.

"ᖃᐅᔨᕙᓪᓕᐊᕗᑦ ᐃᓄᐃᑦ ᖃᓄᐃᓕᐅᖅᐸᓪᓕᐊᓂᐸᑎᓐᓄᑦ, ᓱᓇᓂᒃᓗ ᐸᕐᓇᐅᑎᖃᕐᓂᐸᑎᓐᓂᒃ, ᖃᓄᕐᓗ ᑐᓴᖅᓯᒪᔭᖅᑐᑦ ᐊᑐᖅᓯᒪᓕᕐᒪᖔᐸᑎᒍ ᐅᐸᒥᒧᑦ," ᐅᖃᓚᐅᖅᐳᖅ ᒪᑲᓚᒻ. ᖃᒪᓂᑐᐊᒥ ᐊᖑᓇᓱᐊᖅᑐᓕᕆᔨᒃᑯᑦ ᑲᑎᒪᔨᖏᑦ ᖃᐅᔨᒪᕗᑦ ᑲᑎᒪᖃᑎᖃᖅᑕᖅᓯᒪᓕᕐᓂᖏᓐᓄᑦ ᐃᓄᖕᓂᒃ, ᑭᓯᐊᓂ ᐃᒃᑯ ᐅᖃᓚᐅᖅᐳᖅ ᑕᒪᓐᓇ ᐱᕙᓪᓕᐊᑎᑕᐅᑐᐃᓐᓇᕐᓂᐊᕐᒪᑦ ᐃᓗᐃᓪᓕᐅᑭᑎᖃᕋᓗᐊᖅᑎᓪᓗᒋᑦ ᐊᓕ. "ᐅᑭᐅᑦ 8-ᖑᒃᓴᖅᓯᒪᓕᖅᑎᓪᓗᒋᑦ ᐃᓱᒪᓗᒍᑎᒋᔭᐅᔪᓂᒃ ᐅᖃᐅᓯᖃᖃᑦᑕᓕᖅᑎᓪᓗᒋᑦ ᐊᑭᕋᖅᑐᖃᑦᑕᖅᓗᑎᓪᓗ, ᐊᒥᓱᑦ ᐃᓄᐃᑦ ᓱᕙᓕᑭᐊᒃᓴᖅᐸᓪᓕᐊᓕᕐᒪᑦ ᑲᑎᒪᖃᑦᑕᓇᐊᒃᓴᖅ," ᑎᑎᕋᓚᐅᖅᐳᖅ. ᑎᒻ ᑐᖑᐊᖅ, ᑎᑎᕋᖅᑎ ᑮᓇᐅᔭᓕᕆᔨ ᐊᖑᓇᓱᐊᖅᑐᓕᕆᔨᒃᑯᑦ ᑲᑎᒪᔨᖏᓐᓄᑦ ᐅᖃᓚᐅᖅᐳᖅ ᐅᐱᒋᓱᐃᓐᓇᕐᒪᑦ ᑭᒃᑯᑐᐃᓐᓇᐃᑦ ᓂᕈᐊᖅᑎᑕᐅᔪᓐᓇᕐᑯᐸᓪᓕᑦ. "ᑕᐃᒪᓐᓇ ᖃᐅᔨᓕᑕᐃᓐᓇᕐᓂᐊᕋᑦᑕ ᖃᓄᖅ ᐃᓱᒪᖕᒐᑦ ᐃᓄᐃᑦ ᐃᓚᐃᓐᓇᖏᐅᖏᑦᑐᖅ," ᐅᖃᓚᐅᖅᐳᖅ ᑐᖑᐊᖅ. ᐱᐅᓇ ᐅᖃᓚᐅᖅᓗᓂ ᑲᑎᒪᔨᑦ ᐊᔾᔨᐅᕈᓐᓇᖏᒻᒪᑦ ᐃᓄᐃᑦ ᓂᕈᐊᖅᑎᑕᐅᔪᓐᓇᕐᑯᐸᓪᓕᑦ. "ᑕᐃᒪᓐᓇ ᖃᐅᔨᓕᑕᐃᓐᓇᕐᓂᐊᕋᑦᑕ ᖃᓄᖅ ᐃᓱᒪᖕᒐᑦ ᐃᓄᐃᑦ ᐃᓚᐃᓐᓇᖏᐅᖏᑦᑐᖅ," ᐅᖃᓚᐅᖅᐳᖅ ᑐᖑᐊᖅ. ᐱᐅᓇ ᐅᖃᓚᐅᖅᓗᓂ ᑲᑎᒪᔨᑦ ᐊᔾᔨᐅᕈᓐᓇᖏᒻᒪᑦ ᐃᓄᐃᑦ ᓂᕈᐊᖅᑎᑕᐅᔪᓐᓇᕐᑯᐸᓪᓕᑦ ᑭᖑᓪᓕᖅᑐᖅᑕᖅᓗᑎᒃ ᐊᖑᓇᓱᐊᖅᑐᓕᕆᔨᒃᑯᑦ ᑲᑎᒪᔨᖏᑦ ᐊᓯᖏᓪᓗ ᐃᓚᐅᔪᓐᓇᕐᑯᐸᓪᓕᑦ," ᐅᖃᓚᐅᖅᐳᖅ.

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